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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.

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Bibliography of Marketing and Other Economic Information
for Floriculture and Ornamental Horticulture

Compiled by H. Truman Fossum

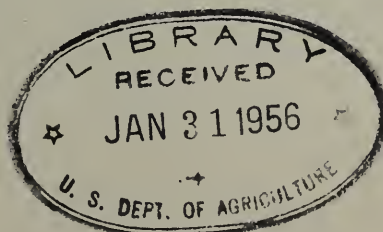
Marketing Research Report No. 33, "Trade in Horticultural Specialties 1890-1950," has been reprinted. Renewal of the stock of this statistical compendium provides occasion for the first use of the newly established mailing list for publications or notice of publications pertaining to marketing research and other economic information of interest to florists, nurserymen, and related businesses.

Until such time as other major census enumerations may be conducted, Marketing Research Report No. 33 of the U. S. Department of Agriculture and the report of the 1950 Special Census of Horticultural Specialties of the U. S. Department of Commerce are the basic sources of descriptive information for the industries of floriculture and ornamental horticulture.

The following bibliography includes other citations and sources for additional information in this general area of subject matter. The bibliography is intended to list studies or reports dealing with economic or business information and analysis which pertain to floriculture and ornamental horticulture in the United States. In order to permit direct contact with persons or institutions that are doing or have done important research, the results of which have not been officially published, several theses and other papers which exist only in typewritten form are listed.

Federal, State, or county publications containing descriptive or enumerative information similar to the census data are not included. Also, the listing does not include various State or area reports which are based specifically on the two above-mentioned descriptive reports of the U. S. Departments of Agriculture and Commerce. However, attention should be drawn to some of these; for example, "Interesting Facts from the Census," by Kenneth Post (Cornell University); "Pennsylvania Flower Production," by John G. Seeley (Pennsylvania

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State College); "The Floricultural Industry of Connecticut," by Arthur W. Dewey (University of Connecticut); "Horticultural Specialties in Florida," by Neill Rhodes (Florida State Marketing Bureau); "Michigan Floriculture," by Horst von Oppenfeld (Michigan State College); "The Position of Horticultural Specialties in Maryland," by David J. Burns (University of Maryland); "Status of Michigan Nurserymen," by Donald P. Watson (Michigan State College); and "Facts About the Florist Industry in New Jersey," by George W. Luke (Rutgers University).

Various trade press or other reports relative to accounting, operating costs, and related subject matter are not included because most of them are based on the experience of individual firms. These publications have also carried reports of meetings, speeches, and events, many of which are significant but have no direct bearing on the purpose for which this bibliography has been assembled.

As a source of basic information, it is thought that the listing is rather complete. As the subject field is new it will be helpful if all interested persons will inform us of omissions or errors, which can then be properly cared for in forthcoming publications. Because the mailing list includes the names of many persons who are not familiar with the industry and its literature, a few textbooks are listed for both floriculture and ornamental horticulture. In these books the reader will find references to other literature, relating mostly to subject matter other than marketing or other economic publications.

Single copies of publications of the U. S. Department of Agriculture may be obtained from the Department without charge as long as the free supply lasts. Printed publications in quantities for use in classes or by organizations can be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Requests for publications and reports not published by the Department should be made to the individual, organization, or agency noted in the citation.

For convenience in obtaining maps and charts, a list of their titles, negative numbers, and costs is included at the end of this bibliography.

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List of Maps and Charts from
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"Trade in Horticultural Specialties 1890-1950"

<u>Neg. No.</u>	<u>Title</u>
48700-X	Marketing channels for floricultural crops, 1949.
49053-X	Wholesale value of floricultural crops--Each state as % of total U. S., 1949.
49054-X	Retail and service trade of floriculture. Each state as % of total U. S., 1949.
49055-X	Marketing channels for ornamental horticultural crops, 1949.
49056-X	Wholesale value of nursery, bulb, and flower seed crops. Each state as % of total U. S., 1949.
49057-X	Retail and service trade of ornamental horticulture. Each state as % of total U. S., 1949.
49058-X	Marketing channels for horticultural specialty crops, 1949.
49059-X	Wholesale value of horticultural specialty crops. Each state as % of total U. S., 1949.
49060-X	Retail and service trade of floriculture and ornamental horticulture. Each state as % of total U. S., 1949.
48701-H	Standard metropolitan areas, 1949.

Miscellaneous Maps and Charts

<u>Neg. No.</u>	<u>Title</u>
48699-X	Marketing channels for nursery crops, 1949.
49459-XX	Cash receipts from specified farm products, 1952.
687-54(4)	Floricultural establishments - Volume of sales related to size of establishment, 1949.
688-54(4)	Seasonal variations in floricultural enterprises.
689-54(4)	Retail floricultural sales related to consumer income.
690-54(4)	Various situations for floricultural marketing.
691-54(4)	For floricultural products--How growers and trade share consumer's dollar.

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